

REP HEADLINE# 6357009
\$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT1/12 10.12
CHANGES ** WFLA-TV ***

ADV # ADV. NAME ISS/AMER. CROSSROADS

AGY # AGY. NAME CROSSROADS MEDIA LLC

66 CANAL CENTER PLAZA, SUITE 555

ALEXANDRIA, VA 22314

REP. # OFF. # SALESMAN #

BUYER NAME MICHELLE SANTUOSO

SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 6357009

CLASS: NATL. LOCAL REGIONAL

PRDCT AMERICAN CROSSROADS EST#1065 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT2/12 OCT8/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT1/12 10.12

REP: MAKEGOOD 10/1

SPOT CANCELED LN 38

LN 46 ADDED

PGM CHANGE LN 27

TTL SAME

PLEASE CONFIRM

THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

AMERICAN CROSSROADS

8/16/11

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
27	N2		900P-1000P	30		\$6,000.00	10/4	10/4	1		THU	1
38	S		1000P-1100P	30		\$3,500.00	10/3	10/3	0		WED	0

AGENCY ADVERTISER CODE = 11
AGENCY PRODUCT CODE = 27
AGENCY EST# = 1065

PROGRAM : OFFICE/PARKS & REC
CON COM1: OFFICE/PARKS & REC

PROGRAM : CHICAGO FIRE
CON COM1: CHICAGO FIRE

NOV 01 2012

10/3/12 FCLC (5)

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OCT1/12 10.12
 CHANGES ** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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46	A		800P-900P 9-10P	30		\$3,500.00	10/2	10/2	1		TUE	1
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PROGRAM : GO ON/NEW NORMAL
 CON COM1: GO ON/NEW NORMAL

OCT/12 48925.00

CONTRACT TOTAL 48925.00
 TOTAL SPOTS 44

MARKET TOTALS \$129,210 WFLA 38% WFTS 2% WTSP 22% WTVT 0% WTOG 8% WTTA 4% WMOR 24%
 WMOX 0% WXPX 0% WWSB 2% CABL 0%

SHARES ACCURATE

SVC- NSI
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria VA 22314

American Crossroads/ Issue
Submission Number 797 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Copy

Client: American Crossroads/ Issue	Submission Cost: 48925	Campaign Ref: E:063570090
Buyer: ..	Client/Product/Estimate: 11 / 27 / 1065	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 10/14/12	Weeks: 2	Order Ref: 06357009
Est./PO Number: 06357009	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: American Crossroads	Booking Group: WFLA	Key Market: Tampa-St. Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
1	M-F 1135p ET / 1035p CT Tonight Show ...F..	03	675	30 Comme	Nbr of Spots	1	1	675
2	M-F 2p Rachael Ray ...F..	02	400	30 Comme	Nbr of Spots	1	1	400
3	M-F 3p Doctors ...F..	03	450	30 Comme	Nbr of Spots	1	1	450
4	M-F 4p Dr Oz ...F..	03	725	30 Comme	Nbr of Spots	1	1	725
5	M-F 5a News ...F..	01	300	30 Comme	Nbr of Spots	1	1	300
6	M-F 6a News ...F..	02	1000	30 Comme	Nbr of Spots	1	1	1000
7	M-F 9a Today Show II ...F..	02	950	30 Comme	Nbr of Spots	1	1	950
8	M-F 1135p ET / 1035p CT Tonight Show M.....	03	675	30 Comme	Nbr of Spots	1	1	675
Weekly Totals: Total Spots(Ord Spots)					37	7	44	

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Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
9	M-F 2p Rachael Ray M.....	02	400	30 Comme		1	1	400
10	M-F 3p Doctors M.....	03	450	30 Comme		1	1	450
11	M-F 4p Dr Oz M.....	03	725	30 Comme		1	1	725
12	M-F 530a News M.....	02	450	30 Comme		1	1	450
13	M-F 6a News M.....	02	1000	30 Comme		1	1	1000
14	M-F 7a Today Show M.....	02	1200	30 Comme		1	1	1200
15	Sat 630p ET / 530p CT NBC Nightly NewsS.	01	4500	30 Comme	1		1	4500
17	M-Su 11p News ...T...	02	1700	30 Comme	1		1	1700
18	M-F 1135p ET / 1035p CT Tonight Show ...T...	03	675	30 Comme	1		1	675
19	M-F 2p Rachael Ray ...T...	02	400	30 Comme	1		1	400
20	M-F 3p Doctors ...T...	03	450	30 Comme	1		1	450
Weekly Totals: Total Spots (Ord Spots)					37	7	44	

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Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
21	M-F 4p Dr Oz ...T....	03	725	30 Comme	Nbr of Spots	1	1	725
22	M-F 6a News ...T....	02	1000	30 Comme	Nbr of Spots	1	1	1000
23	M-F 7a Today Show ...T....	02	1200	30 Comme	Nbr of Spots	1	1	1200
24	M-F 9a Today Show II ...T....	02	950	30 Comme	Nbr of Spots	1	1	950
25	Thu 9-10p ET / 8-9p CT Office / Parks & Recreation ...T....	01	6000	30 Comme	Nbr of Spots	1	1	6000
26	M-F 1135p ET / 1035p CT Tonight Show ...T....	03	675	30 Comme	Nbr of Spots	1	1	675
27	M-F 2p Rachael Ray ...T....	02	400	30 Comme	Nbr of Spots	1	1	400
28	M-F 3p Doctors ...T....	03	450	30 Comme	Nbr of Spots	1	1	450
29	M-F 4p Dr Oz ...T....	03	725	30 Comme	Nbr of Spots	1	1	725
30	M-F 5a News ...T....	01	300	30 Comme	Nbr of Spots	1	1	300
Weekly Totals: Total Spots(Ord Spots)					37	7	44	

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Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
31	M-F 6a News ..T....	02	1000	30 Comme	Nbr of Spots	1	1	1000
32	M-F 7p News ..T....	02	1300	30 Comme	Nbr of Spots	1	1	1300
33	M-F 7a Today Show ..T....	02	1200	30 Comme	Nbr of Spots	1	1	1200
34	M-F 730p Entertainment Tonight ..T....	02	1300	30 Comme	Nbr of Spots	1	1	1300
35	M-F 9a Today Show II ..T....	02	950	30 Comme	Nbr of Spots	1	1	950
36	M-F 1135p ET / 1035p CT Tonight Show ..W....	03	675	30 Comme	Nbr of Spots	1	1	675
37	M-F 2p Rachael Ray ..W....	02	400	30 Comme	Nbr of Spots	1	1	400
38	M-F 3p Doctors ..W....	03	450	30 Comme	Nbr of Spots	1	1	450
39	M-F 4p Dr Oz ..W....	03	725	30 Comme	Nbr of Spots	2	2	1450
40	M-F 6a News ..W....	02	1000	30 Comme	Nbr of Spots	1	1	1000
41	M-F 7a Today Show ..W....	02	1200	30 Comme	Nbr of Spots	1	1	1200
Weekly Totals: Total Spots(Ord Spots)					37	7	44	

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Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
42	M-F 9a Today Show II ..W....	02	950	30 Comme	Nbr of Spots 1		1	950
43	Tue 9-10p Go On / New Normal .T.....	03	3500	30 Comme	Nbr of Spots 1		1	3500
44	Sun 10a Meet The PressS	02	4000	30 Comme	Nbr of Spots 1		1	4000
Weekly Totals: Total Spots(Ord Spots)					37	7	44	

Grand Totals				Month 10 Weeks: 4	
		10/01	10/08		
Totals	Spots	44	37		7
	Cost	48925	44025		4900

Grand Totals:	Spots:	44
	Gross Total:	48,925.00
	Commission:	7,338.75
	Net Total:	41,586.25

REP HEADLINE# 6357009
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
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SEP28/12 12.43
*** WFLA-TV ***

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AGY # AGY. NAME CROSSROADS MEDIA LLC

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CLASS: NATL. LOCAL REGIONAL

PRDCT AMERICAN CROSSROADS EST#1065 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT2/12 OCT8/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE SEP28/12 12.43

REP: NEW ORDER
TTL \$48,925 @44X
PLEASE CONFIRM
THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
AMERICAN CROSSROADS

9/10/11

LINE#:REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :
: LINE# : : : : : : : DATE : DATE : /WK : INVT : : SPTS :

AGENCY ADVERTISER CODE = 11 AGENCY EST# = 1065
AGENCY PRODUCT CODE = 27

1	1135P-1237A	30	\$675.00	10/5	10/5	1	FRI	1
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PROGRAM : TONITE SHW-NBC<
CON COM1: TONITE SHW-NBC<

2	200P-300P	30	\$400.00	10/5	10/5	1	FRI	1
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PROGRAM : RACHAEL RAY
CON COM1: RACHAEL RAY

3	300P-400P	30	\$450.00	10/5	10/5	1	FRI	1
---	-----------	----	----------	------	------	---	-----	---

PROGRAM : DOCTORS<
CON COM1: DOCTORS<

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
4			400P-500P PROGRAM : DR. OZ< CON COM1: DR. OZ<	30		\$725.00	10/5	10/5	1		FRI	1
5			500A-530A PROGRAM : NC8 TODAY@5AM< CON COM1: NC8 TODAY@5AM<	30		\$300.00	10/5	10/5	1		FRI	1
6			600A-700A PROGRAM : NC8 TODAY@6AM< CON COM1: NC8 TODAY@6AM<	30		\$1,000.00	10/5	10/5	1		FRI	1
7			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,200.00	10/5	10/5	0		FRI	0
8			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$950.00	10/5	10/5	1		FRI	1
9			1135P-1237A PROGRAM : TONITE SHW-NBC< CON COM1: TONITE SHW-NBC<	30		\$675.00	10/8	10/8	1		MON	1
10			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$400.00	10/8	10/8	1		MON	1
11			300P-400P PROGRAM : DOCTORS< CON COM1: DOCTORS<	30		\$450.00	10/8	10/8	1		MON	1
12			400P-500P PROGRAM : DR. OZ< CON COM1: DR. OZ<	30		\$725.00	10/8	10/8	1		MON	1

SEP28/12 12.43

WFLA-TV *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
13			530A-600A PROGRAM : NC8 TODAY@5:30< CON COM1: NC8 TODAY@5:30<	30		\$450.00	10/8	10/8	1		MON	1
14			600A-700A PROGRAM : NC8 TODAY@6AM< CON COM1: NC8 TODAY@6AM<	30		\$1,000.00	10/8	10/8	1		MON	1
15			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,200.00	10/8	10/8	1		MON	1
16			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$950.00	10/8	10/8	0		MON	0
17			630P-700P PROGRAM : NBC NIGHTLY NEWS - SAT CON COM1: NBC NIGHTLY NEWS - SAT	30		\$4,500.00	10/6	10/6	1		SAT	1
18			1000A-1100A PROGRAM : MEET PRESS-SUN CON COM1: MEET PRESS-SUN	30		\$4,000.00	10/7	10/7	1		SUN	1
19			1100P-1135P PROGRAM : NEWS CHANNEL 8 @11PM CON COM1: NEWS CHANNEL 8 @11PM	30		\$1,700.00	10/4	10/4	1		THU	1
20			1135P-1237A PROGRAM : TONITE SHW-NBC< CON COM1: TONITE SHW-NBC<	30		\$675.00	10/4	10/4	1		THU	1
21			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$400.00	10/4	10/4	1		THU	1

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SEP28/12 12.43
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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	: SPTS
22			300P-400P PROGRAM : DOCTORS< CON COM1: DOCTORS<	30		\$450.00	10/4	10/4	1		THU	1
23			400P-500P PROGRAM : DR. OZ< CON COM1: DR. OZ<	30		\$725.00	10/4	10/4	1		THU	1
24			600A-700A PROGRAM : NC8 TODAY@6AM< CON COM1: NC8 TODAY@6AM<	30		\$1,000.00	10/4	10/4	1		THU	1
25			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,200.00	10/4	10/4	1		THU	1
26			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$950.00	10/4	10/4	1		THU	1
27			900P-1000P PROGRAM : OFFICE-NBC/ WHITNEY-NBC CON COM1: OFFICE-NBC/ WHITNEY-NBC	30		\$6,000.00	10/4	10/4	1		THU	1
28			1135P-1237A PROGRAM : TONITE SHW-NBC< CON COM1: TONITE SHW-NBC<	30		\$675.00	10/2	10/2	1		TUE	1
29			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$400.00	10/2	10/2	1		TUE	1
30			300P-400P PROGRAM : DOCTORS< CON COM1: DOCTORS<	30		\$450.00	10/2	10/2	1		TUE	1

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
31			400P-500P PROGRAM : DR. OZ< CON COM1: DR. OZ<	30		\$725.00	10/2	10/2	1		TUE	1
32			500A-530A PROGRAM : NC8 TODAY@5AM< CON COM1: NC8 TODAY@5AM<	30		\$300.00	10/2	10/2	1		TUE	1
33			600A-700A PROGRAM : NC8 TODAY@6AM< CON COM1: NC8 TODAY@6AM<	30		\$1,000.00	10/2	10/2	1		TUE	1
34			700P-730P PROGRAM : ENT TONIGHT 30< CON COM1: ENT TONIGHT 30<	30		\$1,300.00	10/2	10/2	1		TUE	1
35			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,200.00	10/2	10/2	1		TUE	1
36			730P-800P PROGRAM : EXTRA< CON COM1: EXTRA<	30		\$1,300.00	10/2	10/2	1		TUE	1
37			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$950.00	10/2	10/2	1		TUE	1
38			1000P-1100P PROGRAM : CHICAGO FIRE CON COM1: CHICAGO FIRE	30		\$3,500.00	10/3	10/3	1		WED	1
39			1135P-1237A PROGRAM : TONITE SHW-NBC< CON COM1: TONITE SHW-NBC<	30		\$675.00	10/3	10/3	1		WED	1

1 MM

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40			200P-300P	30		\$400.00	10/3	10/3	1		WED	1
PROGRAM : RACHAEL RAY												
CON COM1: RACHAEL RAY												
41			300P-400P	30		\$450.00	10/3	10/3	1		WED	1
PROGRAM : DOCTORS<												
CON COM1: DOCTORS<												
42			400P-500P	30		\$725.00	10/3	10/3	2		WED	2
PROGRAM : DR. OZ<												
CON COM1: DR. OZ<												
43			600A-700A	30		\$1,000.00	10/3	10/3	1		WED	1
PROGRAM : NC8 TODAY@6AM<												
CON COM1: NC8 TODAY@6AM<												
44			700A-900A	30		\$1,200.00	10/3	10/3	1		WED	1
PROGRAM : TODAY SHW												
CON COM1: TODAY SHW												
45			900A-1000A	30		\$950.00	10/3	10/3	1		WED	1
PROGRAM : TODAY SHW2-NBC												
CON COM1: TODAY SHW2-NBC												
OCT/12			48925.00									
CONTRACT TOTAL												48925.00
TOTAL SPOTS												44

MARKET TOTALS \$129,210 WFLA 38% WFTS 2% WTSP 22% WTVT 0% WTOG 8% WTTA 4% WMOR 24%
WMOX 0% WXPX 0% WWSB 2% CABL 0%

SHARES ACCURATE

SVC- NSI
DEMOS- RA35+*

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria VA 22314

American Crossroads/ Issue
Submission Number 794 Issue 1



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P.O. Box 1410
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PHONE (813) 228-8888

Original

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Est./PO Number: 06357009	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: American Crossroads	Booking Group: WFLA	Key Market: Tampa-St. Petersburg, FL
Demographic: (L) Household	Order:	

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2	M-F 2p Rachael Ray ...F..	02	400	30 Comme	Nbr of Spots	1	1	400
3	M-F 3p Doctors ...F..	03	450	30 Comme	Nbr of Spots	1	1	450
4	M-F 4p Dr Oz ...F..	03	725	30 Comme	Nbr of Spots	1	1	725
5	M-F 5a News ...F..	01	300	30 Comme	Nbr of Spots	1	1	300
6	M-F 6a News ...F..	02	1000	30 Comme	Nbr of Spots	1	1	1000
7	M-F 9a Today Show II ...F..	02	950	30 Comme	Nbr of Spots	1	1	950
8	M-F 1135p ET / 1035p CT Tonight Show M.....	03	675	30 Comme	Nbr of Spots	1	1	675
Weekly Totals: Total Spots(Ord Spots)					37	7	44	

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria VA 22314

American Crossroads/ Issue
Submission Number 794 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: American Crossroads/ Issue	Submission Cost: 48925	Campaign Ref: E:063570090
Buyer: ...	Client/Product/Estimate: 11 / 27 / 1065	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 10/14/12	Weeks: 2	Order Ref: 06357009
Est./PO Number: 06357009	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
9	M-F 2p Rachael Ray M.....	02	400	30 Comme	Nbr of Spots	1	1	400
10	M-F 3p Doctors M.....	03	450	30 Comme	Nbr of Spots	1	1	450
11	M-F 4p Dr Oz M.....	03	725	30 Comme	Nbr of Spots	1	1	725
12	M-F 530a News M.....	02	450	30 Comme	Nbr of Spots	1	1	450
13	M-F 6a News M.....	02	1000	30 Comme	Nbr of Spots	1	1	1000
14	M-F 7a Today Show M.....	02	1200	30 Comme	Nbr of Spots	1	1	1200
15	Sat 630p ET / 530p CT NBC Nightly NewsS.	01	4500	30 Comme	Nbr of Spots	1	1	4500
16	Sun 10a Meet The PressS	01	4000	30 Comme	Nbr of Spots	1	1	4000
17	M-Su 11p News ...T...	02	1700	30 Comme	Nbr of Spots	1	1	1700
18	M-F 1135p ET / 1035p CT Tonight Show ...T...	03	675	30 Comme	Nbr of Spots	1	1	675
19	M-F 2p Rachael Ray	02	400	30 Comme	Nbr of Spots	1	1	400
Weekly Totals: Total Spots(Ord Spots)					37	7	44	

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American Crossroads/ Issue
Submission Number 794 Issue 1



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Tampa, FL 33601

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Schedule Dates: 10/01/12 to 10/14/12	Weeks: 2	Order Ref: 06357009
Est./PO Number: 06357009	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
20	M-F 3p Doctors ...T....	03	450	30 Comme	Nbr of Spots	1	1	450
21	M-F 4p Dr Oz ...T....	03	725	30 Comme	Nbr of Spots	1	1	725
22	M-F 6a News ...T....	02	1000	30 Comme	Nbr of Spots	1	1	1000
23	M-F 7a Today Show ...T....	02	1200	30 Comme	Nbr of Spots	1	1	1200
24	M-F 9a Today Show II ...T....	02	950	30 Comme	Nbr of Spots	1	1	950
25	Thu 9-10p ET / 8-9p CT Office / Parks & Recreation ...T....	01	6000	30 Comme	Nbr of Spots	1	1	6000
26	M-F 1135p ET / 1035p CT Tonight Show ...T....	03	675	30 Comme	Nbr of Spots	1	1	675
27	M-F 2p Rachael Ray ...T....	02	400	30 Comme	Nbr of Spots	1	1	400
28	M-F 3p Doctors ...T....	03	450	30 Comme	Nbr of Spots	1	1	450
29	M-F 4p Dr Oz ...T....	03	725	30 Comme	Nbr of Spots	1	1	725
Weekly Totals: Total Spots(Ord Spots)					37	7	44	

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Submission Number 794 Issue 1



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Original

Client:	American Crossroads/ Issue	Submission Cost:	48925	Campaign Ref:	E:063570090
Buyer:		Client/Product/Estimate:	11/27/1065	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 10/14/12	Weeks:	2	Order Ref:	06357009
Est/PO Number:	06357009	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
30	M-F 5a News T.....	01	300	30 Comme	Nbr of Spots	1	1	300
31	M-F 6a News T.....	02	1000	30 Comme	Nbr of Spots	1	1	1000
32	M-F 7p News T.....	02	1300	30 Comme	Nbr of Spots	1	1	1300
33	M-F 7a Today Show T.....	02	1200	30 Comme	Nbr of Spots	1	1	1200
34	M-F 730p Entertainment Tonight T.....	02	1300	30 Comme	Nbr of Spots	1	1	1300
35	M-F 9a Today Show II T.....	02	950	30 Comme	Nbr of Spots	1	1	950
36	M-F 1135p ET / 1035p CT Tonight Show ..W....	03	675	30 Comme	Nbr of Spots	1	1	675
37	M-F 2p Rachael Ray ..W....	02	400	30 Comme	Nbr of Spots	1	1	400
38	M-F 3p Doctors ..W....	03	450	30 Comme	Nbr of Spots	1	1	450
39	M-F 4p Dr Oz ..W....	03	725	30 Comme	Nbr of Spots	2	2	1450
40	M-F 6a News	02	1000	30 Comme	Nbr of Spots	1	1	1000
Weekly Totals: Total Spots(Ord Spots)					37	7	44	

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria VA 22314

American Crossroads/ Issue
Submission Number 794 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

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Original

Client: American Crossroads/ Issue	Submission Cost: 48925	Campaign Ref: E:063570090
Buyer: "	Client/Product/Estimate: 11 / 27 / 1065	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 10/14/12	Weeks: 2	Order Ref: 06357009
Est./PO Number: 06357009	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
41	M-F 7a Today Show ..W....	02	1200	30 Comme	Nbr of Spots	1	1	1200
42	M-F 9a Today Show II ..W....	02	950	30 Comme	Nbr of Spots	1	1	950
43	Tue 9-10p Go On / New Normal ..T.....	03	3500	30 Comme	Nbr of Spots	1	1	3500
Weekly Totals: Total Spots(Ord Spots)					37	7	44	

Grand Totals				Month 10 Weeks: 4	
		10/01		10/08	
Totals	Spots	44		37	7
	Cost	48925		44025	4900

Grand Totals:	Spots:	44
	Gross Total:	48,925.00
	Commission:	7,338.75
	Net Total:	41,586.25



WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 228-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

21453
Crossroads Media
66 Canal Center Plaza
Suite 555
ALEXANDRIA VA 22314

REP: WFLA (Washington Dc)
SLSP: HRP Washington, DC
ADV: American Crossroads/ Issue
PROD: American Crossroads

2012
INVOICE DATE 10/28/12 E:063570090
ORDER TYPE Political WFLA
INVOICE NUMBER 0100033203
PAGE 1
BROADCAST MONTH 10/01/2012 - 10/2
SCHEDULE DATES 10/01/12-10/14/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: 11 /27 /1065
Desc: 06357009

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR	PRODUCT DESCRIPTION	PRICE
M-F 1135p ET / 1035p CT Tonigh	675.00	1	1	10/05	FR	12:20A	30	USPRTV19ACH	675.00
M-F 2p Rachael Ray	400.00	2	1	10/05	FR	02:59P	30	USPRTV19ACH	400.00
M-F 3p Doctors	450.00	3	1	10/05	FR	03:31P	30	USPRTV19ACH	450.00
M-F 4p Dr Oz	725.00	4	1	10/05	FR	04:55P	30	USPRTV19ACH	725.00
M-F 5a News	300.00	5	1	10/05	FR	05:11A	30	USPRTV19ACH	300.00
M-F 6a News	1000.00	6	1	10/05	FR	06:57A	30	USPRTV19ACH	1000.00
M-F 9a Today Show II	950.00	7	1	10/05	FR	09:59A	30	USPRTV19ACH	950.00
M-F 1135p ET / 1035p CT Tonigh	675.00	8	1	10/08	MO	11:47P	30	USPRTV19ACH	675.00
M-F 2p Rachael Ray	400.00	9	1	10/08	MO	02:44P	30	USPRTV19ACH	400.00
M-F 3p Doctors	450.00	10	1	10/08	MO	03:58P	30	USPRTV19ACH	450.00
M-F 4p Dr Oz	725.00	11	1	10/08	MO	04:10P	30	USPRTV19ACH	725.00
M-F 530a News	450.00	12	1	10/08	MO	05:59A	30	USPRTV19ACH	450.00
M-F 6a News	1000.00	13	1	10/08	MO	06:53A	30	USPRTV19ACH	1000.00
M-F 7a Today Show	1200.00	14	1	10/08	MO	08:41A	30	USPRTV19ACH	1200.00

*** Continued ***

PERIOD COST 48,925.00

44 Total Units

ACTUAL GROSS BILLING 48,925.00
AGENCY COMMISSION 7,338.75
NET DUE 41,586.25

SUB-TOTALS Debits .00
Credits .00
TOTAL RECONCILING .00

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

WFLA-TV
P.O. Box 1410
Tampa, FL 33601



ADVERTISER American Crossroads/ Issue
PRODUCT American Crossroads

INVOICE NUMBER 0100033203

BROADCAST MONTH 10/01/2012 - 10/28,

AMOUNT DUE 41,586.25

REMIT TO:

*00171

000021453
Crossroads Media
66 Canal Center Plaza
Suite 555
ALEXANDRIA VA 22314

WFLA-TV
REMITTANCE PROCESSING CENTER
P.O. BOX 26425
RICHMOND VA 23260-6425



4009000020 000000000021453 0000001000000000 0000000000000000



WFLA-TV
A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 288-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

21453
Crossroads Media
66 Canal Center Plaza
Suite 555
ALEXANDRIA VA 22314

REP: WFLA (Washington Dc)
SLSP: HRP Washington, DC
ADV: American Crossroads/ Issue
PROD: American Crossroads

2012
INVOICE DATE 10/28/12 E:063570090
ORDER TYPE Political WFLA
INVOICE NUMBER 0100033203
PAGE 2
BROADCAST MONTH 10/01/2012 - 10/2

SCHEDULE DATES
10/01/12-10/14/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: 11 /27 /1065
Desc: 06357009

SCHEDULE			ACTUAL BROADCAST				RECONCILIATION		
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
Sat 630p ET / 530p CT NBC Nigh					*WFLA	:30 Commercial			
4500.00	15	1	10/06	SA	06:59P	30 USPRTV19ACH	4500.00		
M-Su 11p News					*WFLA	:30 Commercial			
1700.00	17	1	10/04	TH	11:21P	30 USPRTV19ACH	1700.00		
M-F 1135p ET / 1035p CT Tonigh					*WFLA	:30 Commercial			
675.00	18	1	10/04	TH	11:57P	30 USPRTV19ACH	675.00		
M-F 2p Rachael Ray					*WFLA	:30 Commercial			
400.00	19	1	10/04	TH	02:33P	30 USPRTV19ACH	400.00		
M-F 3p Doctors					*WFLA	:30 Commercial			
450.00	20	1	10/04	TH	03:24P	30 USPRTV19ACH	450.00		
M-F 4p Dr Oz					*WFLA	:30 Commercial			
725.00	21	1	10/04	TH	04:55P	30 USPRTV19ACH	725.00		
M-F 6a News					*WFLA	:30 Commercial			
1000.00	22	1	10/04	TH	06:53A	30 USPRTV19ACH	1000.00		
M-F 7a Today Show					*WFLA	:30 Commercial			
1200.00	23	1	10/04	TH	07:24A	30 USPRTV19ACH	1200.00		
M-F 9a Today Show II					*WFLA	:30 Commercial			
950.00	24	1	10/04	TH	09:26A	30 USPRTV19ACH	950.00		
Thu 9-10p ET / 8-9p CT Office					*WFLA	:30 Commercial			
6000.00	25	1	10/04	TH	09:22P	30 USPRTV19ACH	6000.00		
M-F 1135p ET / 1035p CT Tonigh					*WFLA	:30 Commercial			
675.00	26	1	10/02	TU	12:30A	30 USPRTV19ACH	675.00		
M-F 2p Rachael Ray					*WFLA	:30 Commercial			
400.00	27	1	10/02	TU	02:59P	30 USPRTV19ACH	400.00		
M-F 3p Doctors					*WFLA	:30 Commercial			
450.00	28	1	10/02	TU	03:31P	30 USPRTV19ACH	450.00		
M-F 4p Dr Oz					*WFLA	:30 Commercial			
725.00	29	1	10/02	TU	04:38P	30 USPRTV19ACH	725.00		
M-F 5a News					*WFLA	:30 Commercial			
300.00	30	1	10/02	TU	05:21A	30 USPRTV19ACH	300.00		
M-F 6a News					*WFLA	:30 Commercial			
1000.00	31	1	10/02	TU	06:13A	30 USPRTV19ACH	1000.00		
M-F 7p News					*WFLA	:30 Commercial			
1300.00	32	1	10/02	TU	07:23P	30 USPRTV19ACH	1300.00		
M-F 7a Today Show					*WFLA	:30 Commercial			
1200.00	33	1	10/02	TU	08:26A	30 USPRTV19ACH	1200.00		
M-F 730p Entertainment Tonight					*WFLA	:30 Commercial			
1300.00	34	1	10/02	TU	07:46P	30 USPRTV19ACH	1300.00		
M-F 9a Today Show II					*WFLA	:30 Commercial			
950.00	35	1	10/02	TU	09:59A	30 USPRTV19ACH	950.00		
M-F 1135p ET / 1035p CT Tonigh					*WFLA	:30 Commercial			
675.00	36	1	10/03	WE	12:33A	30 USPRTV19ACH	675.00		
M-F 2p Rachael Ray					*WFLA	:30 Commercial			
400.00	37	1	10/03	WE	02:23P	30 USPRTV19ACH	400.00		
M-F 3p Doctors					*WFLA	:30 Commercial			
450.00	38	1	10/03	WE	03:58P	30 USPRTV19ACH	450.00		
M-F 4p Dr Oz					*WFLA	:30 Commercial			

*** Continued ***

PERIOD COST 48,925.00

44 Total Units
ACTUAL GROSS BILLING 48,925.00
AGENCY COMMISSION 7,338.75
NET DUE 41,586.25

SUB-TOTALS Debits .00
Credits .00
TOTAL RECONCILING .00

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.



WFLA-TV

A MEDIA GENERAL STATION

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Tampa, FL 33606
Tele (813) 288-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

21453
Crossroads Media
66 Canal Center Plaza
Suite 555
ALEXANDRIA VA 22314

REP: WFLA (Washington Dc)
SLSP: HRP Washington, DC
ADV: American Crossroads/ Issue
PROD: American Crossroads

2012
INVOICE DATE 10/28/12
ORDER TYPE Political
WFLA I SS
E:063570090
WFLA
INVOICE NUMBER 0100033203
PAGE 3
BROADCAST MONTH 10/01/2012 - 10/2
SCHEDULE DATES 10/01/12-10/14/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: 11 /27 /1065
Desc: 06357009

SCHEDULE			ACTUAL BROADCAST				RECONCILIATION		
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
	725.00	39 2	10/03	WE	04:48P	30 USPRTV19ACH	725.00		
			10/03	WE	04:58P	30 USPRTV19ACH	725.00		
M-F 6a News					*WFLA	:30 Commercial			
	1000.00	40 1	10/03	WE	06:20A	30 USPRTV19ACH	1000.00		
M-F 7a Today Show					*WFLA	:30 Commercial			
	1200.00	41 1	10/03	WE	07:17A	30 USPRTV19ACH	1200.00		
M-F 9a Today Show II					*WFLA	:30 Commercial			
	950.00	42 1	10/03	WE	09:29A	30 USPRTV19ACH	950.00		
Tue 9-10p Go On / New Normal					*WFLA	:30 Commercial			
	3500.00	43 1	10/02	TU	09:53P	30 USPRTV19ACH	3500.00		
Sun 10a Meet The Press					*WFLA	:30 Commercial			
	4000.00	44 1	10/07	SU	10:59A	30 USPRTV19ACH	4000.00		
Total Airtime Gross Spot Revenue:							48,925.00		

PERIOD COST 48,925.00

44 Total Units
ACTUAL GROSS BILLING 48,925.00
AGENCY COMMISSION 7,338.75
NET DUE 41,586.25

SUB-TOTALS Debits .00
Credits .00
TOTAL RECONCILING .00

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